



**Shoppers  
MARKETS**

**7 SALE DAYS**  
THURSDAY THRU WEDNESDAY, AUG. 18-24, 1960  
• TAX COLLECTED ON TAXABLE ITEMS • LIMIT RIGHTS RESERVED

# FINEST MEATS AND ..... COOL EATS for SUMMER APPEALS



★ *When It's Bad*  
★ *It's Very Bad*  
★ *When It's Good*  
★ *It's Terrific*

★ If the following ever slips from the confines of this column, the resultant reverberation will be felt throughout our great Western Culture. It may even alter our very way of life.

★ Hospital food tastes so lousy because it's good for you!

★ The first part of that statement is the result of a detailed study made among fellow invalids of your author. Such profound comments as "Gaa," "Ech," "Did I order THAT?," "Ulp," "Well, the milks good anyway," and so forth can be found in the completed data.

★ The second half of the statement is, obviously, correct. After all, the hospital MUST get you out of there as rapidly as possible so they can have a quick turn-over. That is true with ANY business. You just cannot have old stock lying about on the shelves (or in the beds, in this case).

★ Now what kind of deduction can we make from this statement? You could say if something tastes bad it's good for you. It follows then, that if something tastes good it's got to be bad for you. Right? That means that all those wonderful, tasty morsels we daily consume by the jillions (all of which are sold at Shoppers — naturally) are rapidly making us lose our delicate grip on things in general and deteriorating us to a point where we'll all pass from the scene as shadows shortly.

★ Now while your author was polishing off a big breakfast of wheat germ, black strap molasses, yogurt and non-fat milk, he suddenly noted a terrible pain at a point approximating that of the abdomen . . .

★ See you next week . . . we hope.

**Starkist  
TUNA  
CHUNK STYLE**

LIGHT MEAT

#1/2 Can

**23¢**

**Rose Royal  
Frozen  
CHEESE  
CAKE**

11-oz. Size

**2 69¢**

**Presto  
FROZEN  
DINNERS**

• ROAST BEEF • SWISS STEAK  
• VEAL CUTLETS • HAM DINNER

Your Choice

12-oz. Pkg.

**39¢**

- HUNT'S POTATOES ..... 6 #2 1/2 Cans **\$1.00**
- PILLSBURY'S PANCAKE MIXES ..... 2-lb. Pkg. **35¢**
- SURE CHAMP DOG FOOD ..... 5-lb. Pkg. **65¢**
- 36-OZ. Faultless STARCH ..... 6c OFF Label You Pay Only **39¢**
- GORDO • FROZEN TACO DINNERS ..... 12-oz. Pkg. **39¢**

**CENTRAL AMERICAN**



**Bananas**

**3 25¢**

• GOLDEN RIPE • FIRM

SWEET • FINE FOR JUICE OR EATING

**Valencia Oranges** 4 lb. film bag **29¢**

**SHOPPERS COUPON**

**SHOPPERS OLEO**

With This Shoppers Coupon

LP

Coupon Good Thursday thru Wednesday, Aug. 18-24 (LIMIT ONE COUPON PER ADULT CUSTOMER)



Dinner Redy FROZEN

**HAM**  
IN RAISIN SAUCE (4-ozs.) OR

**TURKEY**  
AND GRAVY (5-ozs.)

Your Choice

**3 11¢**

- CUT RITE WAX PAPER ..... 4 125-ft. Rolls **\$1.00**
- SCOTT PAPER TOWELS... Large Size **29¢**
- HUNT'S TOMATO JUICE .... 4 46-oz. Cans **\$1.00**
- BROOKHAVEN Whole-Kernel CORN 8 12-oz. Cans **\$1.00**
- PETER PAN • PLAIN OR CRUNCHY PEANUT BUTTER .... 12-oz. Jar **35¢**

**M + D  
TOILET  
TISSUE**

4 Roll Pkgs. 3c Off Label. You Pay Only

**12 ROLLS \$1.00**

Tropical Prune Juice 24-oz. Btl.

**25¢**

**N.B.C. SNOWFLAKE  
CRACKERS**

Full Pound Box

**25¢**

**Appian Way  
PIZZA PIE  
MIX**

3 12 1/2-oz. Pkgs. **\$1.00**

FEILER'S • FROZEN STEAKS

Each Pkg. **7¢** Full Box **\$1.68**

FLAV-R-PAK • FROZEN FRENCH FRIES

CRINKLE CUT 7 9-oz. Pkgs. **\$1.00**

WHEATIES CHERRIOS TWINKLES

(12-oz. Pkg.) (10 1/2-oz. Pkg.) (7-oz. Pkg.)

Your Choice **3 FOR 79¢**

**LIQUORS**

LET'S TALK FULL QUARTS!

**SHOPPERS Vodka** Full Quart **\$3.69**  
So. California Favorite Mixer

**SHOPPERS RESERVE • 86 Proof**

**Kentucky Whiskey** Full Quart **\$4.49**  
A Blend

**Shoppers Deluxe • Kentucky Straight**  
6 Years Old • 86 Proof

**BOURBON** Full Quart **\$4.99**